

Lockyer Valley Retail Insights & Analysis



JUNE 2013

REGIONAL COUNCIL



Local Retail Research

Urban Economics were commissioned prepare a Retail Analysis Report as input into understanding the role of retail within the Lockyer Valley Regional Council area and to investigate the perceptions and expectations of residents with respect to the mix of retail within the Lockyer Valley area.

The Lockyer Valley Regional Council is projected to experience strong growth in populations and households with almost 26,000 additional residents by 2031. This additional population would generate strong demand for additional services to cater for their needs and expectations, including retail facilities.

The retail analysis investigates the underlying demand and supply imperatives influencing the existing retail environment in the region and the potential

development of additional retail facilities within the Lockyer Valley Regional Council area.

It is recognised that residents of the region have access to a range of retail facilities in Toowoomba and Ipswich as well as further afield in Brisbane that would cater for their needs. Understanding the reasons and motivations residents access retail facilities in other locations will provide input to developing strategies and mechanisms to attract the mix of retailing to the Lockyer Valley Regional Council area that would encourage residents to shop within their local area.

Residents were asked their attitudes to, perceptions and experiences of Gatton and Laidley as shopping destinations, including parking, their likes and dislikes and additional facilities that they would like to see in Gatton and Laidley which may encourage them to shop there more often.

For both Gatton and Laidley maintaining accessibility and convenience, and a strong, active and compact main street environment will present a point of difference to nearby centres and build on the “need” role that retailing in the Lockyer Valley is currently offering.



For more information call 1300 005 872 or visit www.lockyervalley.qld.gov.au

Local Retail Strengths and Opportunities

The overall objective of this research is to examine the demand and supply imperatives influencing the mix and performance of retailing within the Lockyer Valley region and to provide input to economic and planning strategies in planning for additional retailing facilities in the Lockyer Valley area.

- Market Research by way of a telephone survey of 500 residents was undertaken to provide insights into current motivations and behaviours of residents and their shopping trips, and insights to explain and identifying key mechanisms for change.
- The survey results demonstrate an excellent retention of expenditure in the top-up and grocery shopping trips and also an acceptable rate of retention in takeaway, eating out and personal service trips.
- There appears to be a clear gap in the provision of retail facilities in the region that cater for clothing and small household good shopping, with residents travelling to Ipswich and Toowoomba for their shopping trips.
- There does appear to be an opportunity for the Lockyer Valley community to enjoy the scale and range of retailing available to communities in other regional towns and centres of a comparable size and profile.

Retailing in the Lockyer Valley Region Council area appears to generally be meeting the community's needs in catering for essential shopping and services.

In this respect Gatton offers an array of services, food and grocery shopping, dining and top-up facilities to cater for every day needs, and in retaining expenditure within the community, complemented by both Laidley and Plainland as top-up and weekly shopping destinations.

Respondents seemed to expect more of Gatton in terms of the overall range of goods and services, with an expectation that they should be able to undertake a wider range of shopping trips in Gatton. There was a sense that the town is not quite making the grade in terms of range of depth of goods and services.

There is clear and significant escape of expenditure out of the region for clothing, small household goods and large household goods shopping, it is considered that there are strong opportunities to increase the array of goods and services particularly targeting these needs through:

- Discount department stores (eg Kmart Big W);
- Variety and other mini major stores; and
- Specialty retailers.

TABLE 6.6: Expenditure Growth by Retail Sector

Type	2013 (\$M)		2016 (\$M)		2021 (\$M)		Growth (\$M)	
	In LV	Out of LV	In LV	Out of LV	In LV	Out of LV	In LV	Out of LV
Top-up	73.5	2.5	80.0	2.7	91.8	3.1	18.3	0.6
Takeaway	23.8	6.2	25.9	6.7	29.7	7.7	5.9	1.5
Grocery	130.2	4.8	141.7	5.3	162.6	6.0	32.4	1.2
Clothing	3.1	15.6	3.4	17.0	3.9	19.5	0.8	3.9
Small Household Items	3.9	5.4	4.3	5.9	4.9	6.8	1.0	1.3
Large Household Items	9.6	12.2	10.5	13.3	12.0	15.2	2.4	3.0
Eating Out	5.1	2.4	5.5	2.6	6.3	3.0	1.3	0.6
Personal Services	12.8	3.5	14.0	3.9	16.0	4.4	3.2	0.9
Total	262.1	52.7	285.2	57.4	327.2	65.8	65.2	13.1

Source: Urban Economics (assumes no significant change to retailing)

The composition of the future population likely to be attracted to the Lockyer Valley region would have a particular propensity for demand for goods and services that cater to the needs of time-poor families with school age children, including small household goods and clothing expenditure, there is an identified opportunity to capture existing and predicted spending leakage and meet future demands.

For further detail on the Lockyer Valley Retail Insights and Analysis Report please contact the Regional Development team on 07 5466 3505 or email regionaldevelopment@lvrc.qld.gov.au.